

ORDER



Orders
Order / Rev: 69397
Alt Order #: /Brad
Product Desc: American Future Fund
Estimate: 42
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Future Fund
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	32	\$34,645.00	\$29,448.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	32	\$34,645.00	\$29,448.25	0.00
Totals	32	\$34,645.00	\$29,448.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	28%	\$34,645.00
Market	100%	\$123,732.14

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$89,087.14
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/01/12	11/02/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	---TF--	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--			2			\$450.00		0.00			
N 2	WHP	11/01/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	---TF--	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--			2			\$325.00		0.00			
N 3	WHP	11/01/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	---TF--	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--			2			\$325.00		0.00			

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	11/01/12	11/02/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	---TF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$400.00		0.00			
N 5	WHP	11/01/12	11/02/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	---TF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$1,500.00		0.00			
N 6	WHP	11/01/12	11/02/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	---TF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$2,000.00		0.00			
N 7	WHP	11/01/12	11/01/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$2,450.00	P-1	0.00	NM	1	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$2,450.00		0.00			
N 8	WHP	11/01/12	11/01/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$2,250.00		0.00			
N 9	WHP	11/01/12	11/01/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$2,200.00		0.00			
N 10	WHP	11/02/12	11/02/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,250.00		0.00			
N 11	WHP	11/03/12	11/03/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$475.00		0.00			
N 12	WHP	11/03/12	11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$500.00		0.00			
N 13	WHP	11/03/12	11/04/12	Sa-Su 6p-630p News Rd CBS 21 News at 6p	CM	6p-630p	-----SS	:30	1	\$295.00	P-1	0.00	NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----SS		1				\$295.00		0.00			
N 14	WHP	11/01/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$475.00		0.00			
N 15	WHP	11/01/12	11/04/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$700.00		0.00			
N 16	WHP	11/04/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$4,250.00	P-1	0.00	NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$4,250.00		0.00			
N 17	WHP	11/01/12	11/04/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,850.00		0.00			
N 18	WHP	11/05/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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N18	WHP	11/05/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-----	:30	1	\$450.00	P-1	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$450.00		0.00			
N19	WHP	11/05/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-----	:30	1	\$325.00	P-1	0.00 NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$325.00		0.00			
N20	WHP	11/05/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-----	:30	1	\$325.00	P-1	0.00 NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$325.00		0.00			
N21	WHP	11/05/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-----	:30	1	\$400.00	P-1	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$400.00		0.00			
N22	WHP	11/05/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	:30	1	\$1,500.00	P-1	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$1,500.00		0.00			
N23	WHP	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	2	\$2,000.00	P-1	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			2		\$2,000.00		0.00			
												Totals	32	\$34,645.00